

# MARKETING PROGRAM FY98 CORPORATE REPORT

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Marketing at U.S. Army Military District of Washington executes actions as a committee represented by each installation in the National Capital Region and at the MACOM. The committee chair is a Marketing Program Manager who works initiatives through a centralized process to maximize MACOM-wide marketing and commercial sponsorship opportunities in concert with business programs and category C and category B MWR managers.

This reengineered approach that capitalizes on the synergy among multi-skill marketing and MWR personnel promotes sharing resources and heightens motivation through work with management at the executive, division, and activity levels and because initiatives are reported to the MDW MWR Board of Directors.

The committee conducts research and strategic planning in support of the MWR strategic business planning process, and works in support of MWR managers when performing research, promotion, advertising, and commercial sponsorship at installations and for U. S. Army Military District of Washington.

## **CUSTOMER SERVICE TRAINING**

CFSC Training Center's program "Operation Excellence" has been rolled out to installations within the MACOM, and employees' customer service training, coupled with a "Comment Card" report system, has been implemented at all installations. This emphasis on customers puts a focus on aspects of marketing and enforces a concern about market share.

## **COMMERCIAL SPONSORSHIP INITIATIVES**

Marketing office personnel changes and absences throughout FY 98 inhibited coordination efforts in commercial sponsorship as a corporate office, and this factor prompted declines in commercial sponsorship at the installation level. The aggregate total for commercial sponsorship activity during FY98 was \$135,795.50, which represented a drop of \$84,948.23 from FY97. With every office at full strength this fiscal year, the foundation for future growth and cross coordination as a corporate strategy for the MACOM promises great potential.

## **ADVERTISING AND PUBLICITY EFFORTS**

MWR FORECAST, the MDW MWR magazine, will premiere in third quarter, FY99, and showcase summer and fall MWR events and activities by using appealing and trendy advertising and promotion pieces, complemented with feature articles to educate readers in the National Capital Region. Newspaper contract decisions are responsible for delay of the publication in FY98.

## **SUMMARY**

The MDW MARCOM expects to capitalize on WEB site usage, publicity in MWR FORECAST, and promotions by matching commercial sponsorship initiatives to MWR events and programs throughout the new fiscal year. These marketing efforts, along with a new partnership with Public Affairs newspapers, will serve to stabilize MWR events and activities by increases in patronage, tracking patron usage, and use of all forums for publicity and advertising.